## ORDER

106602 Orders Order / Rev: 06852462 Alt Order #: JOE HECK 4 CONGRESS Product Desc: 2690 Estimate: Amy McCreary Primary AE: 09/17/12 - 09/30/12 Flight Dates: BLPHI 09/14/12 / 09/14/12 Sales Office: Original Date / Rev: National Sales Region: Order Type: **GENERAL** Strategic Media Placement, Inc. Agency Name: Cash Billing Type: **Buying Contact:** Broadcast Billing Calendar: Billing Contact: EOM/EOC Billing Cycle: 7669 Stagers Loop Agency Commission: 15% Delaware, OH 43015 Heck, Joe for Congress Name: Advertiser New Business Thru: Demographic: A35+ 00:05:00 Order Separation: PLC02 Product Codes: Advertiser External ID: SELECT PRIORITY CODE

Bill Plan								
Start Date	End Date	# Spots	Gross Amount	Net Amount				
08/27/12	09/30/12	61	\$35,950.00	\$30,557.50				

## Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
September 2012	61	\$35,950.00	\$30,557.50		
Totals	61	\$35,950.00	\$30,557.50	0.00	

**Account Executives** 

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Amy McCreary		Start Of Order - End Of Order	100%		

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total		
KSNV	30%	\$35,950.00		
Market	100%	\$119,833.33		

Competitive Share	Share	Total	
CABLE	0%	\$0.00	
KBLR	0%	\$0.00	
KFBT	0%	\$0.00	
KINC	0%	\$0.00	
KLAS	30%	\$35,950.00	
KLVX	0%	\$0.00	
KSNV-	0%	\$0.00	
KTNV	30%	\$35,950.00	
KTUD	0%	\$0.00	
KVVU	10%	\$11,983.33	
KVWB	0%	\$0.00	
LV1	0%	\$0.00	
UNKWN	0%	\$0.00	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tim	e Days	Len Sp	ots	Rate Pri	Rtg Type Spots	Amount
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp w/W M-F 6-7a WakeUp w/W		6-7a	MTWT	:30	4	\$450.002	0.00 NM 8	\$3,600.00
W	NEWS Sta /eek: 09/		End Date 09/23/12	Weekdays Spot	s/Week 4	<u>Rate</u> <u>F</u> \$450.00	Rating 0.00					

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KSNV

Order / Rev. 106602

Alt Order #. 06852462

09/17/12 - 09/30/12

Flight Dates:

Advertiser Heck, Joe for Congress

Product Desc: JOE HECK 4 CONGRESS

Estimate: 2690

Amount Rate Pri Rtg Type Spots Len Spots Break Start/End Time Days Inventory Code End Ln Ch Start \$3,600.00 0.00 NM \$450.002 :30 6-7a MTWT---09/17/12 09/27/12 M-F 6-7a WakeUp w/WaQM KSNV M-F 6-7a WakeUp w/Wagners NEWS Rating Rate Weekdays Spots/Week End Date Start Date 0.00 \$450.00 MTWT---09/23/12 Week: 09/17/12 0.00 MTWT---4 \$450.00 09/30/12 Week: 09/24/12 \$5.500.00 0.00 NM 10 30 5 \$550.002 MTWTF--CM 658a-9am **Today Show** E 2 KSNV 09/17/12 09/28/12 Today Show TODAY SHOW Rating Rate Spots/Week End Date Weekdays Start Date \$550.00 0.00 MTWTF--Week: 09/17/12 09/23/12 0.00 MTWTF--\$550.00 Week: 09/24/12 09/30/12 0.00 NM 10 \$7,250.00 \$725.002 30 MTWTF--CM 5-630p E 3 KSNV 09/17/12 09/28/12 M-F Early News M-F Early News **NEWS** Rating Spots/Week Rate Weekdays Start Date End Date 0.00 5 \$725.00 MTWTF--09/23/12 Week: 09/17/12 0.00 \$725.00 MTWTF--5 09/30/12 Week: 09/24/12 \$4,350.00 0.00 NM 6 \$725,002 M-W-F--:30 3 7-730pm CM E 4 KSNV 09/17/12 09/28/12 M-F Wheel M-F Wheel of Fortune WHEEL Spots/Week Rate Rating Weekdays Start Date End Date 0.00 3 \$725.00 M-W-F--09/23/12 Week: 09/17/12 \$725.00 0.00 3 09/30/12 M-W-F--Week: 09/24/12 \$4,000.00 0.00 NM 10 \$400.002 :30 5 MTWTF--Face to Face w/ RaistonCM 730-758pm E 5 KSNV 09/17/12 09/28/12 Face to Face w/ J.Raiston FACE TO FACE Rating Spots/Week Rate Weekdays **End Date** Start Date \$400.00 0.00 MTWTF--5 09/23/12 Week: 09/17/12 \$400.00 0.00 MTWTF--09/30/12 Week: 09/24/12 \$6,000 00 \$750.002 0.00 NM 8 MTWT---:30 11pm-1135pm M-F News 3 at Eleven CM E 6 KSNV 09/17/12 09/27/12 M-F News 3 at Eleven NEWS Rating Rate Spots/Week End Date Weekdays Start Date \$750.00 0.00 MTWT---09/23/12 Week: 09/17/12 MTWT---0.00 \$750.00 09/30/12 Week: 09/24/12 \$3,000.00 0.00 NM 4 \$750.002 :30 11pm-1135pm ----55 E 7 KSNV 09/22/12 09/30/12 Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven **NEWS** Rate Rating Spots/Week End Date Weekdays Start Date 0.00 \$750.00 2 09/23/12 ----55 Week: 09/17/12 \$750.00 0.00 ---SS Week: 09/24/12 09/30/12 2 \$450.00 0.00 NM \$225.003 ----5-30 7a-9am CM E 8 KSNV 09/22/12 09/29/12 Saturday Today Saturday Today SAT TODAY Spots/Week Rate Rating Weekdays Start Date End Date 0.00 \$225.00 ----5-09/23/12 Week: 09/17/12 \$225.00 0.00 ----5-09/30/12 Week: 09/24/12 0.00 NM 2 \$400.00 \$200.003 ----5 :30 CM 7a-8am E 9 KSNV 09/23/12 09/30/12 Sunday Today Sunday Today SUN TODAY Rating Spots/Week Rate End Date Weekdays Start Date 0.00 \$200.00 Week: 09/17/12 09/23/12 0.00 ----5 \$200.00 09/30/12 Week: 09/24/12 \$1,400.00 0.00 NM 1 \$1,400.003 :30 ----F--CM 10-11pm Fri 10-11p E 11 KSNV 09/28/12 09/28/12 Friday Prime 10-11pm DATELINE Rating Spots/Week Rate Weekdays **End Date** Start Date 0.00 \$1,400.00 ---F--Week: 09/24/12 09/30/12 \$35,950.00 61 Totals